OV-chipkaart Graduation Lab

Exploring new possibilities for user-centered e-ticketing.

This Customer Journey Map describes the steps travellers have to pass through at least once. The top part describes the current expectations and the experiences of the travellers. The bottom part sketches the preferred experiences and touchpoints.

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€ Purchase 🏠 Pre-travel experience 🚌 Travel experience 💬 Post-travel experience

Steps

	Orientation	Purchase	Activation	Loading	Preparation	Check-in	Station	Travelling	Interchange	Check-out	Evaluation
Goals	Making the right decision on which OV-chipkaart is most suitable for the personal situation. 'anonymous vs. personal'	Buying a OV-chipkaart and start travelling by OV-chipkaart immediately.	Activation of the card and collecting the travel products	Load money on the card in order to be able to travel.	Selecting a fast and easy route to the final destination. Make sure that sufficient saldo is on the card.	Check-in to enter the vehicle	Finding the right platform, probably getting a newspaper, something to eat and/or drink, or simply relax before the journey starts.	Seamless traveling from A to B.	Getting to the connection on time. Check-out and check-in. Quick orientation at the station to find the connection.	Check-out and leave the station, going home, to work, to an appointment...	Evaluation
Expectations	Support of service desk personnel or online support to select the most suitable card.	Being able to travel with the OV-chipkaart immediately.	Immediate use of the card, which enables to travel easier. Supportive interface to guide through the process.	Product will be available at any ticket machine. Supportive interface to guide through the process.	Payment can be done with the OV-chipkaart. Reductions will be calculated automatically by the system.	Since money is loaded on the card, check-in should be easy.	Information on delays, platforms. Shops Top-up possible at station	Reaching the destination safely, comfortable and on time. Having time to relax or work, not being busy with the journey itself.	Logic location of the check-out pole	Check-out will be possible. Checking-out, not in.	
Touchpoints								check-out!			
Current experiences	Orientation is extremely difficult without internet access.	Two weeks of waiting before the card arrives; immediate travelling as expected is not possible	Assuming that products are loaded already -> experience at check-out. Unawareness of activation -> experience at check-out	Card has to be presented twice -> stress. Too little money loaded on the card -> experience at check-in	Easy to select a route, provided information on duration, price and interchange moments are good.	Denied check-in. Error messages are formulated unclear and are therefore confusing, do not empower the user to solve the problem on his/her own.	Insecurity about status of the card. Not possible to top-up card at the station as expected.	Holding the card in the hand. Short & known journey: OV-chip. Long & unkown journey: paper ticket	CICO equipment provides different feedback. Being busy with looking for In/Out-check pole.	Actively looking for a check-out pole. Forgetting to check out. Too much money is charged from the card. Checking-in.	It is a difficult system, which requires constant alerness. No chance to solve problems individually. Feeling of having no control of own costs. Unaware about possibilities and insecure about own behaviour.
Curves	information level · level of support · stress level ① ② ③										
Preferred experiences	Easy orientation. Level of possible orientation gets not restricted by any means. Reassureance of the traveller that he made the right decision	One-step purchase. Immediate use of the OV-chipkaart	No activation necessary	Clear description on how much money is needed and why. Paying possible with all means	Ongoing preparation and adaption of the journey available for everybody	Quick and seamless check-in	No doubt on whether one is checked-in or not. Information on the expected travel expences	Thinking about everything except travelling	Security about own actions. Seamless travelling	'Automatically' thinking of checking-out	Easy to understand system. System does not require extra efford, but support the traveller on his journey in an invisible yet efficient way. Empowerd traveller. Awareness and security about own behaviour and possibilities of the system.
Preferred touchpoints	Guiding information, for example a smart selection tool for products across all operators. All relevant information visible at once	Payment possible with all means at preferred touchpoint		On time warning if balance is too little to travel. Automatic top-up possible for everybody with staying in charge of own money	Supporting and guiding tools available, which provide travel information for those who want it, invisible (not disturbing) to other travellers	Supportive error messages that explain the situation and serve as an aid to resolve the situation	Checking the status of the card is easy, quick and implies no threshold	Personal and useful information provided by the conductor	Clear distinction of the different validators; Clear feedback; Logic and consistent placement of the validators	Logic placement of validators. Individual reminding system when necessary	Regulary provided information about transactions. Information and support invisible when not needed, visible and available when ever needed. Clear instructions provided by any touchpoint.
Preferred curves	information level · level of support · stress level										